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[Handwritten Signature]

PATENTS

UNITED STATES PATENT AND TRADEMARK OFFICE

| | | |
|----------------|---|-----------------------|
| Application | : 10/729,805 | Confirmation No. 1934 |
| Applicants | : Richard Spear, Richard Fearn | |
| Filed | : December 5, 2003 | |
| Art Unit | : 3611 | |
| Examiner | : Cassandra Davis | |
| Customer No. : | 29360 | |
| Title: | Label Having Improved Aesthetic Appearance | |

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed on October 1, 2004, please amend the above-identified application as follows.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks / Arguments begin on page 7 of this paper.